

ORDER



Orders
Order / Rev: 693287 - 3
Alt Order #: 06196730
Product Desc: SENATE RACE
Estimate: 471
Flight Dates: 10/30/12 - 11/06/12
Original Date / Rev: 06/21/12 / 08/28/12
Order Type: Political

WJXX-TV

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency Name: Abar Hutton Media/ POL
Buying Contact:
Billing Contact:
 6190 Grovedale Court Suite 200
 Alexandria, VA 22310

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Nelson, B/ D / US Senate
Demographic: A35+
Product Codes: PL-US Senate
Priority: P-3
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	35	\$9,535.00	\$8,104.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	35	\$9,535.00	\$8,104.75	0.00
Totals	35	\$9,535.00	\$8,104.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WJXX-TV	7%	\$9,535.00
Market	100%	\$136,214.29

Competitive Share

	Share	Total
CABLE	0%	\$0.00
WAWS	9%	\$12,259.29
WCWJ	1%	\$1,362.14
WJXT	28%	\$38,140.00
WTEV	25%	\$34,053.57
WTLV	30%	\$40,864.29

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WJXX	10/30/12	11/05/12	GMJ M-F 6a-7a	CM	M-F 6a-7a	MT-----	:30	2	\$90.00	P-3	0.00	NM	2	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	MT-----			2			\$90.00		0.00			
2	WJXX	11/02/12	11/02/12	Good Morning America M-F 7a-9a	CM	M-F 7a-9a	----F--	:30	1	\$110.00	P-3	0.00	NM	1	\$110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--			1			\$110.00		0.00			
3	WJXX	11/06/12	11/06/12	Good Morning America M-F 7a-9a	CM	M-F 7a-9a	-T-----	:30	1	\$110.00	P-3	0.00	NM	1	\$110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	-T-----			1			\$110.00		0.00			

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WJXX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
4	WJXX	10/30/12	11/05/12	The View M-F 11a-12p View	CM	M-F 11a-12p	MT- T- - -	:30	3	\$225.00	P-3	0.00	NM	3	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/30/12	11/05/12	MT- T- - -		3			\$225.00			0.00			
5	WJXX	10/30/12	11/05/12	FCN News at 5pm M-F 5-5:30pm	CM	M-F 5p-5:30p	MTW- - - -	:30	3	\$80.00	P-3	0.00	NM	3	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTW- - - -		3			\$80.00			0.00			
6	WJXX	10/30/12	11/02/12	FCN News at 5:30 M-F 5:30-6pm	CM	M-F 5:30p-6p	- TW- F- -	:30	3	\$110.00	P-3	0.00	NM	3	\$330.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	- TW- F- -		3			\$110.00			0.00			
7	WJXX	11/01/12	11/05/12	FCN News at 6 M-F 6-6:30pm	CM	M-F 6p-6:30p	M- TF- - -	:30	3	\$130.00	P-3	0.00	NM	3	\$390.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 11/01/12	11/07/12	M- TF- - -		3			\$130.00			0.00			
8	WJXX	10/31/12	11/05/12	FCN News at 7p M-F 7-7:30p	CM	M-F 7p-7:30p	M- W- F- -	:30	3	\$275.00	P-3	0.00	NM	3	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/31/12	11/06/12	M- W- F- -		3			\$275.00			0.00			
9	WJXX	11/04/12	11/04/12	FCN Sun News at 6:30 Sun 6:30-7p	CM	Sun 6:30-7p	- - - - - S	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	- - - - - S		1			\$175.00			0.00			
10	WJXX	11/05/12	11/05/12	Mon Prime Other DWTs	CM	8-10p	M- - - - -	:30	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 11/05/12	11/11/12	M- - - - -		1			\$2,000.00			0.00			
11	WJXX	11/04/12	11/04/12	Sun Prime B Once Upon A Time	CM	8-9p	- - - - - S	:30	1	\$2,300.00	P-3	0.00	NM	1	\$2,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	- - - - - S		1			\$2,300.00			0.00			
12	WJXX	10/30/12	11/05/12	FCN News at 11pm M-Su 11-11:35p	CM	M-Su 11p-11:35p	MTW- F- -	:30	4	\$225.00	P-3	0.00	NM	4	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTW- F- -		4			\$225.00			0.00			
13	WJXX	10/30/12	11/05/12	Nightline Nightline	CM	M-F 11:35p-12:05a	MTWT- - -	:30	4	\$200.00	P-3	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWT- - -		4			\$200.00			0.00			
14	WJXX	11/02/12	11/02/12	Jimmy Kimmel Jimmy Kimmel	CM	M-F 12:05a-1:05a	- - - - F- -	:30	1	\$60.00	P-3	0.00	NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	- - - - F- -		1			\$60.00			0.00			
15	WJXX	11/03/12	11/03/12	GMA Weekend Sat-Sun 8a-9a	CM	Sat-Sun 8a-9a	- - - - - S-	:30	1	\$85.00	P-3	0.00	NM	1	\$85.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	- - - - - S-		1			\$85.00			0.00			
16	WJXX	11/03/12	11/03/12	FCN Sat News at 6:30 Sat 6:30-7p/7p news after footba	CM	Sat FCN News We	- - - - - S-	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	- - - - - S-		1			\$150.00			0.00			
17	WJXX	11/04/12	11/04/12	GMJ Sunday GMJ Sunday	CM	Sun 7a-730a	- - - - - S	:30	1	\$55.00	P-3	0.00	NM	1	\$55.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	- - - - - S		1			\$55.00			0.00			
18	WJXX	11/04/12	11/04/12	GMA Weekend Sat-Sun 8a-9a	CM	Sat-Sun 8a-9a	- - - - - S	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			

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18	WJXX	11/04/12	11/04/12	GMA Weekend Sat-Sun 8a-9a	CM	Sat-Sun 8a-9a	-----S	:30	1	\$150.00	P-3	0.00 NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	-----S	1		\$150.00		0.00					
												Totals	35	\$9,535.00